



Arfa Bibi

Digital Marketer & Financial Analyst

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Harnoli, District Mianwali

Results-driven digital marketer, skilled in creating and implementing marketing strategies to increase brand awareness and drive customer acquisition. Moreover Analytical and detail-oriented financial analyst with expertise in financial modeling, forecasting, and budgeting. Skilled in evaluating financial data and developing insights to support strategic business decisions.

EDUCATION

○ Bachelors in Business Administration Namal University Mianwali

08/2019 - Present

Courses

- New Media Marketing
- Integrated Marketing Communications
- Data Driven Marketing
- Investment Management
- Financial Institutions and Markets
- Corporate Finance
- Financial Statement Analysis

UNDERGRAD PROJECTS

Connectedness between Meme Stocks and Cryptocurrencies

- learned TVP-VAR Modal at R-Programming to analyse Secondary Data
- Provide insights for policy makers

Marketing Project (09/2022 - 01/2023)

- Initiative to provide free soft skills training and motivational Sessions to students voluntarily.
- utilized digital and traditional marketing for the awareness
- Used PESTEL, SWOT Analysis and Marketing Audit to deeply understand consumer behaviour

Business Research Project (09/2022 - 01/2023)

- Business Encouragement of Women in Rural Areas
- Identified factors for women business encouragement
- learn survey data analysis through SPSS
- Conduct surveys, generate google forms and report writing

Financial Statement Analysis Project (01/2021 - 09/2021)

- Analysed 5 years Financial Statement of PSX registered Company
- Use Ratio Analysis and Dupont Analysis

WORK EXPERIENCE

○ Namal Internship Namal University Mianwali

07/2022 - 08/2022

namal online internship program for students

Achievements/Tasks

- MS Office
- Tablua
- Power BI

SKILLS

MS Office

Power BI

Tablua

Canva Designing

Digital Marketing

Financial Analysis

Content Writing

ACHIEVEMENTS

PEEF Scholarship for 93% Marks in PEC Exams

100% Scholarship at Namal University Mianwali

ORGANIZATIONS

Co-Head in Namal Education Wing (08/2019 - 02/2020)

Voluntarily taught students of Namal premises and served as Co-Head for half year. Being cohead I kept check and balance on teachers behaviour with students and record of their roll call

Data Collection for Environmental Society (03/2020 - 08/2020)

Voluntarily worked to collect the images of all plants with in the university under environmental society

Event Manager and Coordinator at Sports Society (03/2023 - Present)

Being Event Manager and coordinator helped me to improve soft skill, confidence and leadership skills

CERTIFICATES

Certificate from Agri-Tourism Conference

Certificate from Namal Sports Society

LANGUAGES

English
Professional Working
Proficiency

Urdu
Native or Bilingual Proficiency

INTERESTS

Cricket

Hiking

Badminton